



MAYOR'S DR. MARTIN LUTHER KING, JR. COMMISSION

2023 SPONSOR INVESTMENT FORM

Please mail, fax or email to:

Orlando Mayor Buddy Dyer's Dr. Martin Luther King, Jr. Commission
400 South Orange Avenue, Orlando, FL 32801
Office of Community Affairs | Second Floor
Fax: 407.246.3508 | Email: MLKOrlando@orlando.gov

- Please provide details of all in-kind donations, which are subject to approval.
- An invoice will be sent upon receipt of your commitment. Visit MLKOrlando.com to pay directly.
- Please make all checks payable to Strengthen Orlando, Inc.

Thank you for your commitment.

THIS SECTION TO BE COMPLETED BY SPONSOR:

Contact Name: _____

Company Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

DRUM MAJOR / SIGNATURE INVESTMENT

\$11,000+ (Cash Only - Maximum of 2 Non-Competing)

As a Signature Sponsor, you will have a minimum of 10 VIP tickets to in-person and/or virtual events or programs. *Registration may be required.*

Video Promotion:

- Video of Mayor Dyer recognizing Drum Major Sponsor
- 30 second video produced by sponsor to be shown at selected MLK events
- Video of Mayor Dyer recognizing all logo sponsors, including naming Drum Major Sponsor

Corporate logo placement and company recognition at a minimum of the following events:

- Candlelight Vigil
- MLK Concert
- Mayor's MLK Youth Humanitarian Event
- Alpha Phi Alpha Fraternity Leadership Forum
- Alpha Phi Alpha Fraternity Luncheon
- Interfaith Service

Additional Marketing, Networking & Branding Benefits: (Logo, Ad and Sponsor Video due by December 1st)

- Logo on MLK Calendar distributed community-wide
- Logo on MLKOrlando.com
- Logo on sleeve of approximately 500 Mayor's MLK Commission commemorative t-shirts
- Media promotion
- Name recognition in City of Orlando News Release
- Logo on marketing and advertising collateral
- Logo and name recognition in event programs
- Logo on back of Mayor's MLK Youth Humanitarian t-shirts
- 25 Mayor's MLK Commission commemorative t-shirts
- Full-page inside cover corporate ad for MLK Concert program

SERVICE INVESTMENT

\$7,500+ Cash Only

As a Service Sponsor, you will have a minimum of 8 VIP tickets to in-person and/or virtual events or programs. *Registration may be required.*

Video Promotion:

- 30 second video produced by sponsor to be shown at selected MLK events
- Video of Mayor Dyer recognizing all logo sponsors

Corporate logo placement and company recognition at a minimum of the following events:

- Candlelight Vigil
- MLK Concert
- Mayor's MLK Youth Humanitarian Event
- Alpha Phi Alpha Fraternity Leadership Forum
- Alpha Phi Alpha Fraternity Luncheon
- Interfaith Service

Additional Marketing, Networking & Branding Benefits: (Logo, Ad and Sponsor Video due by December 1st)

- Logo on MLK Calendar distributed community-wide
- Logo and name recognition on MLKOrlando.com
- Corporate name on approximately 500 MLK Commission Commemorative t-shirts
- Media promotion
- Name recognition in City of Orlando News Release
- Logo and name recognition in event programs
- Full-page corporate ad for MLK Concert program

EQUALITY INVESTMENT**\$5,000+ (Cash Only)**

As an Equality Sponsor, you will have a minimum of 6 VIP tickets to in-person and/or virtual events or programs. *Registration may be required.*

Video Promotion:

- Video of Mayor Dyer recognizing all logo sponsors

Additional Marketing, Networking & Branding Benefits: (Logo and Ad due by December 1st)

- Logo on MLK Calendar distributed community-wide
- Logo and name recognition on MLKOrlando.com
- Logo and name recognition in event programs
- Media promotion
- Corporate name on approximately 500 Mayor's MLK Commission Commemorative t-shirts
- 1/2-page corporate ad for MLK Concert program

JUSTICE INVESTMENT**\$2,500+ (Cash Only)**

As a Justice Sponsor, you will have a minimum of 4 VIP tickets to in-person and/or virtual events or programs. *Registration may be required.*

Video Promotion:

- Video of Mayor Dyer recognizing all logo sponsors

Additional Marketing, Networking & Branding Benefits: (Logo and Ad due by December 1st)

- Logo on MLK Calendar distributed community-wide
- Logo and name recognition on MLKOrlando.com
- Logo and name recognition in event programs
- Corporate name on approximately 500 Mayor's MLK Commission Commemorative t-shirts
- Media promotion
- 1/4-page corporate ad for MLK Concert program

PEACE INVESTMENT**\$1,500+ (Cash Only)**

As a Peace Sponsor, you will have a minimum of 2 VIP tickets to selected in-person events and/or virtual programs. *Registration may be required.*

Marketing, Networking & Branding Benefits: (Ad due by December 1st)

- Name recognition on MLK Calendar distributed community-wide
- Business card sized corporate ad for MLK Concert program

RESPECT INVESTMENT**\$1,000+ (Cash Only)****Marketing, Networking & Branding Benefits:**

- Name recognition on MLKOrlando.com
- Name recognition on MLK Calendar distributed community-wide

INCLUSION INVESTMENT**\$500+ Cash Amount OR \$1,000+ In-Kind****Marketing, Networking & Branding Benefits:**

- Name recognition on MLKOrlando.com

Please Note: All events are subject to change. Please refer to mlkorlando.com for updates. In order to guarantee company logo or name listed on print materials, logos, videos and ads must be received by **December 1st**. All sponsorships confirmed after December 1, 2022 will be included in all digital promotional opportunities (i.e. orlando.gov and mlkorlando.com websites, social media, online MLK calendar).



Strengthen Orlando, Inc. is a 501(c)(3) non-profit organization. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-Help-Fla or online at www.floridaconsumerhelp.com. Registration does not imply endorsement, approval, or recommendation by the state. Registration #: CH32010, Federal Tax ID #: 27-1964941.